



# CALPEEK

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## SOME SENATE TENSION APPARENT AT CRA CONFAB.

Editor's note: The conservative Calif. Republican Assembly (CRA) volunteer group just completed its annual convention in Sacramento. Here's CALPEEK's brief report...

...Conventions like this can sometimes be broken down into two parts: the obvious and the not-so-obvious. With hardline conservatives in complete control of this GOP group, CRA delegates did what the media expected: they BASHED. On the CRA bashing list was Gov. Pete Wilson's budget, gays, any kind of tax hike and abortion. And they elected Michael Schroeder of Orange Co. as the new CRA president for a 2-year term, a first in CRA history...

...But behind the scenes it was the not-so-obvious jockeying for position in the upcoming U.S. Senate races that intrigued some observers. For example, CALPEEK sources report mild TENSION between conservative Bruce Herschensohn's forces and the conservative allies of U.S. Rep. Bill Dannemeyer of Fullerton. Some Herschensohn supporters (but not those officially involved in the Herschensohn campaign) have been saying that Dannemeyer is NOT electable and thus his Republican primary battle to oust CA U.S. Sen. John Seymour is without merit. These kinds of comments are said to be driving the Dannemeyer folks up the wall...

...Although Herschensohn might be competing with Dannemeyer for FUNDING, he has set his sites on the senate post now held by retiring U.S. Sen. Alan Cranston (D). So far, at least, Herschensohn is the only conservative who has formed a committee for the Cranston seat, but at least two other conservatives are looking things over --- U.S. Reps. Bob Dornan and David Dreier. Dreier hasn't said much at all, while sources say Dornan sounded very much like a candidate at the CRA convention. However, other CALPEEK

sources say Dornan is happy these days with his House assignments on the Armed Services and Intelligence Committees and might not risk that for a very uncertain shot at the U.S. Senate. Jokingly, Dornan says if he runs you know because you'll see him on the House floor WITHOUT his red beard...

## INSURANCE WARS: THE BATTLE OVER SB 941.

Editor's note: The CA insurance industry is now in the midst of a sophisticated campaign to win CA Senate approval of SB 941, the so-called Johnston-Hill/\$220 auto insurance bill. Here's CALPEEK's brief report about the campaign to build a bonfire under certain lawmakers who may still be fence-sitting...

...If you happen to be a high propensity voter, who also happens to live in a State senate district whose member is on the key Senate JUDICIARY Committee, then by now you may have received some mail from a group called Californians For Affordable Insurance, HQed in Sacto, with a post office box that belongs to the political consulting firm of Russo, Marsh & Associates. RM&A are conducting a grassroots/public pressure campaign for CFAI...

...In the L.A. area, CFAI targeted voters who are represented by State Senators David Roberti, Art Torres and Diane Watson - all Demos who are supposedly undecided...

...The elements in the direct mail package include a 2-page letter; a business reply card - pre-addressed to targeted lawmakers; and a simple 4-page brochure outlining the basics of SB 941 and listing all the supporters on one side and only the CA Trial Lawyers Assn. (CTLA) on the opposing side. Very clever...

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...YES, the major insurance firms and associations are listed, and one would have to be totally out to lunch not to realize that these folks are picking up the tab for this effort. But listed along side the insurance firms are some of the best known civil rights groups in the U.S. They lend credibility to the pitch. If there is a problem with the CFAI materials, it's the fact that they have failed to mention that SB 941 is in large part a NO FAULT auto insurance bill...

...CALPEEK sources believe this first round of letters reached 350,000 voters, while a second mailer is supposed to hit 150,000 more. CALPEEK sources indicate that phone banks, radio and newspaper advertising is also being used. Cost --- one source says it's more than \$1 million...

...What is the CTLA doing to combat this new blitz by the insurance industry? CTLA has spent about \$60,000 on some direct mail, radio and newspaper ads in selected areas. But as one CTLA source said, "We feel like Kuwait after being hit by Iraq." FYI: The Stoorza, Ziegaus & Metzger firm in Sacto is assisting CTLA with PR, but Woodward & McDowell, the Burlingame-based campaign management/pa firm, is no longer working for CTLA. Stay tuned...

L.A. CITY RUNOFF: RIDLEY-THOMAS vs. WRIGHT.  
Editor's note: The June 4 runoff battle in L.A. City's 8th council district between SCLC regional director Mark Ridley-Thomas and pa/political consultant Rod Wright has suddenly turned slightly exciting, due to recent events in the Rodney King-police brutality probe. Here is our analysis...

...Ridley-Thomas was the top vote getter in the Apr. 9 primary, getting 31% to Wright's surprising second place finish with 23.5%. As in the primary, the Mar. 3 King beating by 3 L.A.P.D. officers and the subsequent attempt to oust Police Chief Daryl Gates is the #1 issue. In fact, both candidates are in favor of axing Gates, but that's about the only thing these two Black political candidates have in common...

...The action between these two looked like it might never happen UNTIL L.A. Police Commissioner Melanie Lomax allegedly leaked documents from the L.A. City Attorney to

SCLC attorneys. The documents concerned the legal aspects of suspending Gates as police chief. In a news media coup, KNBC-TV reporter Linda Douglass has Lomax on tape saying "No" to what appeared to be the question, "Did you leak documents to the SCLC?" A day or two later, an SCLC lawyer in open court said Lomax WAS the leaker...

...What makes this an embarrassment for Ridley-Thomas is not only his links to the SCLC, but Lomax has endorsed him and contributed \$500 to his campaign. Wright is wasting no time letting voters know about the Ridley-Thomas/Lomax connection. The theme of the attack is that Lomax and rival Ridley-Thomas may have hurt the effort to oust Gates...

...Bottomline: Although he finished second in the primary, Wright is now beginning to catch fire, while Ridley-Thomas seems somewhat on the defensive. Some call Ridley-Thomas' current problem "frontrunneritis." He'd better be careful because if Wright's money holds up, and if U.S. Rep. Maxine Waters' "magic dust" continues to work for Wright, an upset is very possible in the 8th council district. Stay tuned...

'GAS TAX TONY' BEILENSEN WANTS 50 CENT TAX.  
U.S. Rep. Anthony Beilenson(D-L.A.), who is sometimes known as "Gas Tax Tony" or just plain "Taxin' Tony," is at it again. Since 1985 this liberal tax & spend Demo has introduced a bill every year to hike the federal tax on GASOLINE by 50 cents per gallon. In 1990, Beilenson's dream came 5 cents closer to reality when the gasoline tax was hiked, bringing the total fed tax to 14.1 cents. But Gas Tax Tony isn't backing off. He's just introduced a new bill for 1991 calling for the same 50 cent gas tax hike. Shouldn't he have made the tax 45 cents, given what happened last year??? Stay tuned...

LAPAOA/WIPA SET CA FIRST LADY ON MAY 20th.  
Gayle Wilson, wife of CA Gov. Pete, will address a joint luncheon meeting of Women In Public Affairs and the L.A. Public Affairs Officers Assn., May 20 at Lawrey's CA Center in L.A. Reception 11:30 a.m., lunch 12 noon. Topic of Mrs. Wilson's address - issues affecting children. For info (213)483-1581 ext. 222...

**46th A.D. SPECIAL: WALKING, MAIL AND VBM.**

Editor's note: With only 3 weeks to go in this special to replace former Assemblyman Mike Roos in L.A.'s 46th A.D., here is a brief CALPEEK update - focusing on campaign tactics...

- **WALK OR LOSE** - All of the serious Demo candidates in this race are on the streets just about every day -- and on the weekends the numbers double. There are 12 Demos in this race, along with 1 GOp, 1 P&F and 1 Libertarian. During the week, those campaigns which can afford it are using a mix of volunteers and paid walkers. Because it's such a small universe of voters who will actually cast ballots June 4, the Demo candidates are aiming mostly at HIGH PROPENSITY voters...

- **MAILMAN BLUES** - With 5-7 Demos having enough money to flood the 46th A.D. with tons of mail, high propensity voters will be hit numerous times. The first batch was mostly introductory stuff, but some candidates are setting well defined THEMES...

...L.A. Asst. City Atty. John Emerson's well funded campaign is focusing on CRIME, a smart move because polling shows crime to be the NUMBER 1 issue in the district. By the time CALPEEK hits the street, Emerson may have mailed a mini-flashlight to voters (put a light on crime). Public health administrator Kathleen Torres and gay attorney Bob Burke are trying to characterize their candidacies as "anti-insider," thus capitalizing on the anti-incumbent mood of voters. Keith Umemoto, T.S. Chung, Mike Cacciotti and Barbara Friedman are playing up their ties to the community...

- **VBM BLUES** - Vote by mail is one of the newest trends in campaigning, but in this special all the candidates are playing with L.A. City rules - which means that once an absentee ballot application is in the hands of a potential voter, that AB application CAN'T be touched by any candidate or campaign again. In other words, follow-up is almost impossible. This is why the WALKING program has become so important in this particular special...

- **UNKNOWN FACTOR** - It's Demo candidate Jill Halverson. She's well connected, but her late entry has clouded the picture. She

has hired consultant Richard Schlackman of S.F. He's an award-winning direct mail specialist who can put together positive as well as NEGATIVE mail. His negative stuff can be dynamite. Daily mgr. is Judy Boggs, an operative for consultant Pat Bond. Also aboard is Janis Raruccia, who will handle field ops (she's Pat Bond's sister). Fund-raising for Halverson started last week. More next week...

**BALLOT MEASURE UPDATE: 2 MORE INITIATIVES.**

Editor's note: Here's a brief update on initiatives being circulated in Calif.:

- "Limitation Upon Govt. Actions and Service in Govt." is the official title of a new constitutional amendment sponsored by Robert L. Lochridge of Redwood City (415)368-1190. Very simply, Lochridge's proposal says that all members of government who are elected, appointed or hired can serve no more than 8 years. The plan not only applies to the State, but also to county, city and special districts. Lochridge and his co-author, Eric Harlow of Mt. View, have until Sept. 19 to collect 615,958 signatures...

- Richard Gann, president of the Paul Gann Citizens Committee, has just received title & summary from the AG's office on a proposed constitutional amendment to protect the INITIATIVE PROCESS. Gann calls it "The Citizens' Right to Petition Act." The new plan is somewhat different than Prop. 137, which voters rejected last November. Under the proposed amendment, the legislature could change those statutes dealing with the initiative process, but only by a 3/4th vote. Anything in the nature of a constitutional amendment has to be submitted to the voters. The amendment also repeals the "Chacon Act" -- which was slipped through the legislature 2 years ago and makes it more difficult to qualify initiatives in charter cities. For info about Gann's measure, (916)366-3500...

**BAPAC SETS PR CHIEF PETER HANNAFORD MAY 29.**

Peter D. Hannaford, chairman of the Hannaford Company, an international PR firm, will address members of the Bay Area Public Affairs Council, May 29 at the St. Francis Hotel, S.F. Reception 11:30 a.m., luncheon at 12 noon. For info (415)442-2151...



A CALPEEK "PEEK" AT PRESIDENTIAL POLITICS.

Editor's note: Here are some items of interest regarding Presidential politics here in Calif.:

- EARLY PRIMARY BILL - AB 1820 by Assemblyman Jim Costa(D-Fresno) won an 11-2 vote 10 days ago in the Election Committee, but CALPEEK sources think this bill, and its companion ACA 24, are NOT on the fast track for passage. There are numerous problems that have to be ironed out with the Republicans. Some GOP types don't want a March presidential primary that also includes ballot measures. Some Demos don't want that either. Cost is another problem. A simple, early March presidential primary (with nothing else on the ballot) would cost about \$33 million. If you add ballot propositions, the cost jumps to \$40 million. Next stop for AB 1820 is the Assembly W&M panel. CALPEEK sources believe that Gov. Wilson would sign this bill if it gets to his desk. And yes, an early primary would be for both Demos and Republicans...

- CA PRESIDENTIAL CAUCUS FOR DEMOCRATS - The CA Demo Party has held two hearings on the idea of splitting the Demo delegate selection process in two. Under this plan, half the delegates would be selected at a MARCH caucus, while the other half would be selected via the primary in JUNE, under Calif.'s current congressional district system...

...General consensus, according to CALPEEK sources, was that most insiders liked the idea of an early presidential selection process for Demos, but aren't thrilled with the caucus idea because of its potential high cost in resources and time. The CDP's Delegate Selection Committee meets again May 19 to make final recommendations to the CDP's "E" Board, which will make the final decision June 22-23 in San Diego...

CALPEEK's 1991-92 DIRECTORY OF CONSULTANTS.

Last year's Directory of Campaign Consultants was sold out more than 14 months ago and we have no extra copies. As CALPEEK keeps getting calls (almost daily), here's the latest bulletin on the 1991-92 edition. We'll start on the new directory in July, with questionnaires going out to campaign consultants. Distribution and sale is set for late October or early November. Any questions, call CALPEEK at (213)659-0205...

JR. STATESMEN GROUP SLATES SUMMER ACTIVITY.

The Junior Statesmen Foundation, with CA HQ in Redwood City (800)334-5353, will hold a wide variety of summer educational activities for high school students. There is Jr. Statesmen summer schools at Georgetown Univ. in Wash D.C., Stanford Univ., Yale Univ. and The Univ. of Texas. Call the foundation for deadlines, costs, etc. And then there's the CA Symposia on State and Local Govt. Two sessions in Sacto and one each in L.A. and S.F. Some of the programs begin in mid-June...

CALPEEK's COOKBOOK: DEADLINE - MAY 31.

The deadline for submitting recipes for CALPEEK's Political Cookbook is May 31. So all you folks who have told CALPEEK you plan to submit a recipe, please do so ASAP. Mail recipes to CALPEEK, P.O. Box 1468, Beverly Hills, CA 90213. If you want to FAX, the number is (213)657-4340...

NEW JOBS, ADDRESSES AND PERSONNEL NOTES.

Editor's note: Here are some items to mark down in your notebook...

- The Calif. Demo Party(CDP) is now HQed at 7700 College Town Dr., #210, Sacramento, CA 95826, (916)442-5707. Susan Kennedy is in as exec. director, with Bob Mulholland as political director. Address is temporary for 3 months...

- Paul E. Donahue has joined the Sacto-based Gualco Group as a govt. relations counsel. Before joining The Gualco Group, Donahue worked for State Sen. Keene...

- Monique Y. Moret has joined L.A.-based Cerrell Associates as an asst. AE. She worked for State Sen. Charles Calderon(D-Montebello) before joining Cerrell...

- Gov. Pete Wilson has opened an office in FRESNO at 2550 Mariposa Mall, Ste. 3015. (209)445-5295. Robin Otten, who worked on Wilson's U.S. Senate staff in Fresno, will be in charge...

- Businessman Gene Raper is named chair of the CA Manuf. Assn.'s PAC (CMAPAC). He is the founder and president of United Packaging Corp. in the City of Industry...